

South Central Waterfront Advisory Board – Inaugural Meeting: July 19, 2017

Overview & Orientation: South Central Waterfront Vision Framework Plan & Initiative



Alan Holt, AIA – Principal Planner
PAZ | Urban Design Division

**South Central Waterfront Vision
Illustrative Plan**

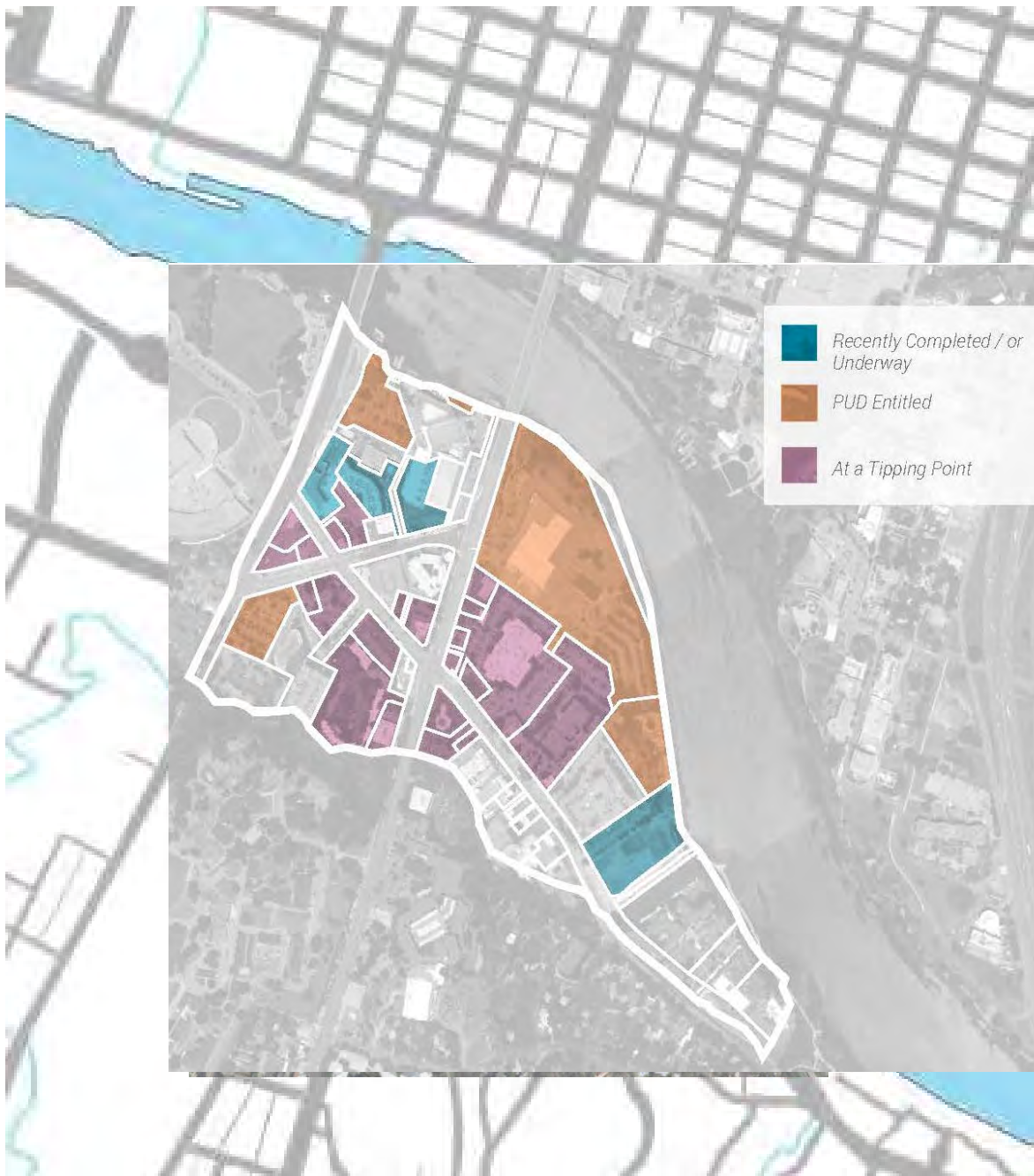
The South Central Waterfront (SCW) Advisory Board is established:

- To provide *continuity and communication among stakeholders and advocates as the SCW Plan moves toward implementation*, and
- To provide *recommendations to the city council regarding plan implementation*.

The board shall:

- (1) serve as an *advisory body to the city council and city manager regarding policies and projects* in the South Central Waterfront district;
- (2) serve as *stewards for the South Central Waterfront Vision Framework Plan*;
- (3) maintain *liaison relationships with city staff and other boards and commissions*;
and
- (4) perform *additional functions as required by the city council*.

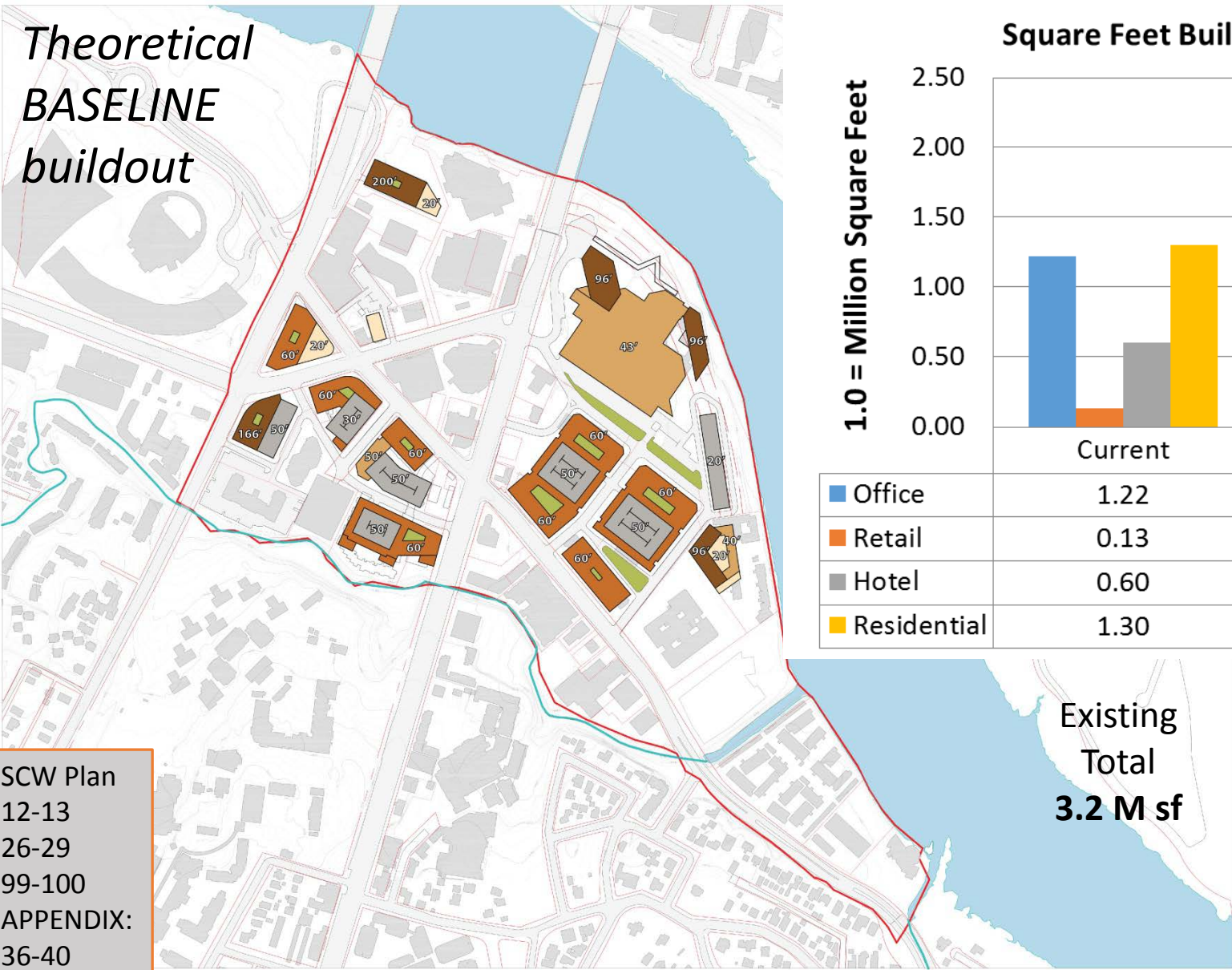
South Central Waterfront Today



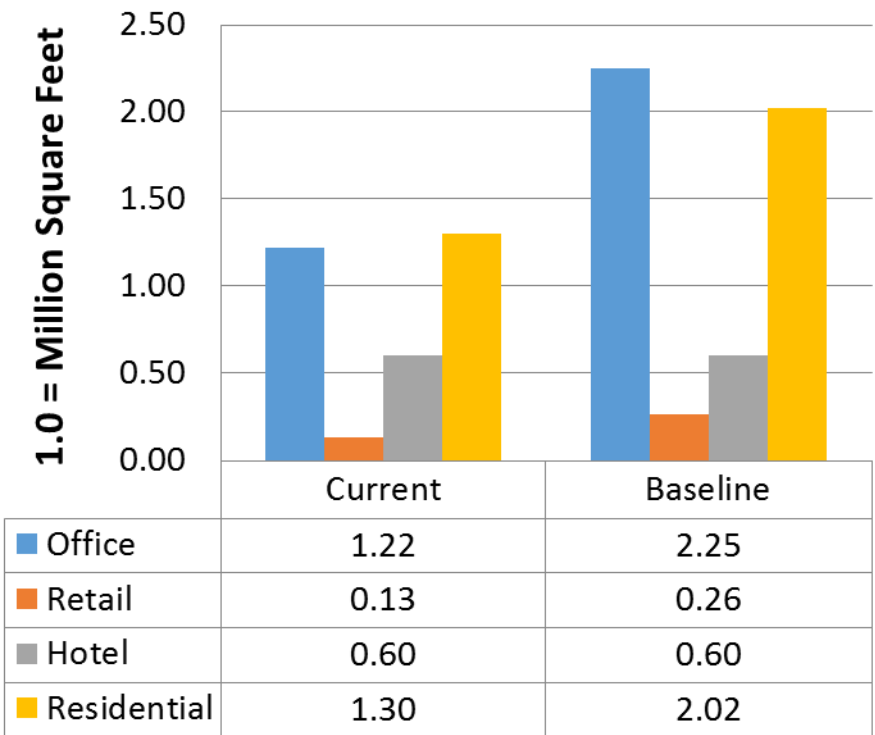
- ❖ Strategic location – Redevelopment Pressures
- ❖ Lack of Infrastructure, Connectivity
- ❖ Patchwork of Private Parcels
- ❖ Big Changes Coming

SCW TOMORROW: Under Current Entitlements

*Theoretical
BASELINE
buildout*



Square Feet Buildout



SCW Plan
12-13
26-29
99-100
APPENDIX:
36-40

Existing
Total
3.2 M sf

Theoretical
Baseline
5.1 M sf

Feasible BASELINE buildout

Square Feet Buildout

1.0 = Million Square Feet

Category	Current
Office	1.22
Retail	0.13
Hotel	0.60
Residential	1.30

Current total
3.2 M sf

- No improved open space
- No improved connectivity
- No affordable housing
- Continued piecemeal development pattern

SCW Plan
12-13
26-29
99-100
APPENDIX:
36-40

SCW Plan
12-13
26-29
99-100
APPENDIX:
36-40



- 5

SCW TOMORROW: Under Current Entitlements



Imaging a better future: 2012 AIA | SDAT

DESIGNING SOUTH SHORE CENTRAL



AUSTIN, TX- 2012

AIA Communities by Design
ENVISION. CREATE. SUSTAIN.



Imaging a better future: 2013 UT | HUD Study



TEXAS URBAN
FUTURES LAB
University of Texas
School of Architecture



Imaging a better future: 2014 Staff Interim Report

South Central Waterfront Initiative

Interim Draft Vision Framework Report | August 2014



SCW Plan
30-35
APPENDIX:
54-60

City of Austin
Planning and Development Review Department
Urban Design Division

Imaging a better future: 2015/16 EPA Study



March 2016
www.epa.gov/smartgrowth



Greening America's Capitals

GREENING THE SOUTH CENTRAL WATERFRONT *AUSTIN, TEXAS*

SCW Plan
30-35
APPENDIX:
54-60

Engaging the Community: 6 Walkshops



SCW Plan
30-35
APPENDIX:
54-60

Engaging the Community: 6 Public Lectures




Waterfront Talkabout 3

Dollars & Sense: Smart Strategies to Fund Our Future

Monday, March 24th
7-9 pm | Doors at 6:30 pm
St. David's Episcopal Church | 301 East 8th Street

Light refreshments will be served.



Dollars & Sense: Smart Strategies to Fund Our Future

Dr. Abe Farkas | Director of Development Services at ECONorthwest | Portland, OR

Abe is an expert in strategic planning and crafting urban development partnerships nationwide. He served on Austin's 2012 AIA SDAT.

Rebecca Leonard | President of Design Workshop | Austin, TX

Rebecca's firm, Design Workshop, has won regional and national awards for projects which merge quality place-making design with practical approaches for implementation and funding.

Given market conditions and zoning already in place, over \$1 billion dollars



Waterfront Talkabout 4


Wednesday, May 6th 2015 | 7 pm | Doors at 6:30 pm
Mexican American Cultural Center | 600 River St.

Parking is free in MACC lot.




Principles for Remaking the Urban Waterfront

Alex Krieger, FAIA, an internationally renowned architect, urban designer, Harvard professor, writer, and a global expert on riverfront planning, will speak on the principles for creating vibrant, beautiful, and welcoming waterfronts. Krieger's talk will draw on his considerable contributions to waterfront design and planning which include his acclaimed work in Boston, Louisville, Washington DC, Pittsburgh, Detroit, Montreal, and the renovation of Shanghai's riverfront Bund.



Mr. Krieger is a principal at NBBJ, a global architecture and planning firm, and a professor at the Harvard Graduate School of Design, where he has served as the head of the Urban Design Program. His many publications include *Remaking the Urban Waterfront* and *10 Principles for Waterfront Development*. He is a frequent advisor to mayors and their planning departments, has served as director for the National Endowment for the Arts' Mayors' Institute on City Design, lectures frequently at conferences and universities in the US and abroad, and was appointed to the US Commission of Fine Arts by President Obama.





Waterfront Talkabout 5

Wednesday, July 8th 2015 | 7 pm | Doors at 6:30 pm
Mexican American Cultural Center | 600 River St.

Parking is free in MACC lot.




Designing Urban Landscapes For People and Nature

Scott Cataffa, a Principal at CMG Landscape Architecture, a nationally awarded design firm based in San Francisco, will speak on landscape as a framing device for new urban development. He will show examples of how green infrastructure enriches the urban landscape and highlight an innovative funding model for building and





Waterfront Talkabout 6

Monday, May 23rd 2016 | 6 pm | Doors at 5:30 pm
Texas School for the Deaf | 1102 S. Congress Ave.





A Vision Framework Plan for the South Central Waterfront

The SCW Vision Framework Plan is the result of a multiyear effort of planning and community engagement. The Plan sets aspirations and recommendations to help ensure that expanded park spaces, public gathering places, green streets, and affordable housing are central to the future redevelopment of this rapidly changing area. The City Council will consider adopting the Plan at a June 9th public meeting.

Learn about the SCW Vision Framework Plan, and hear from key consultants who have contributed to the making of the plan:

Margaret Robinson PLA, co-founder and Principal of Asakura Robinson, an award-winning landscape architecture, planning, and urban design firm.

Asakura Robinson has helped craft the physical framework for the SCW Plan to create a great public realm for the district.



Dr. Abe Farkas | Director of Development Services at ECONorthwest | Portland, OR

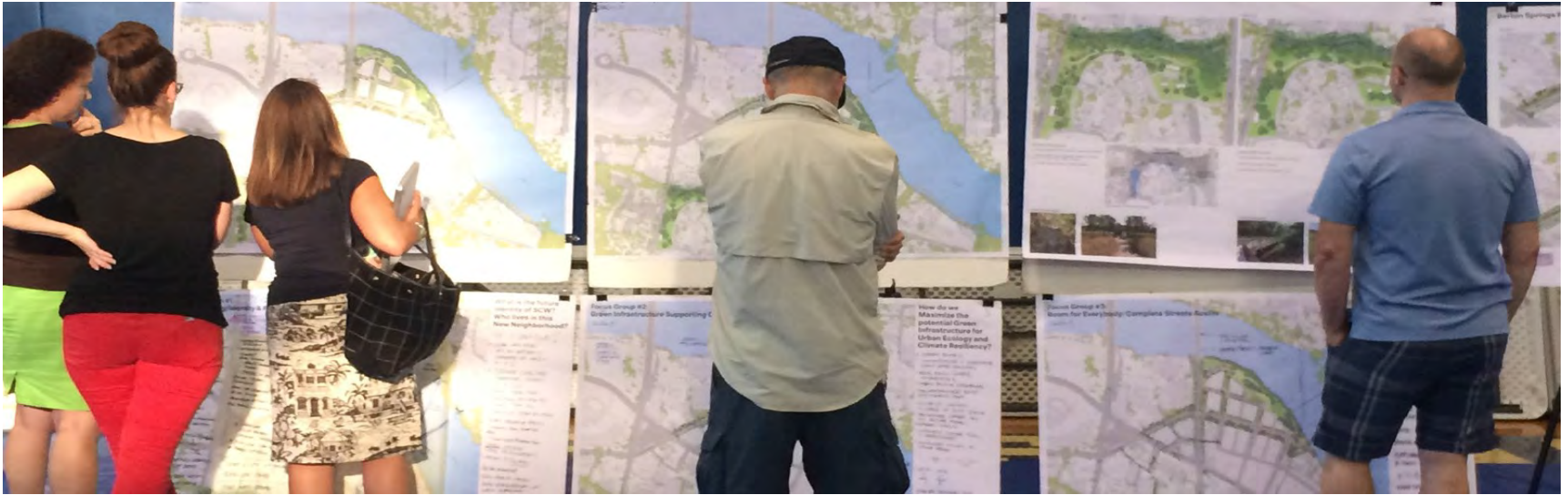
Abe is an expert in finance, real estate development, and crafting urban development partnerships nationwide. His firm has helped create the financial framework for the SCW Plan. The financial framework sets strategies to fund the vision of



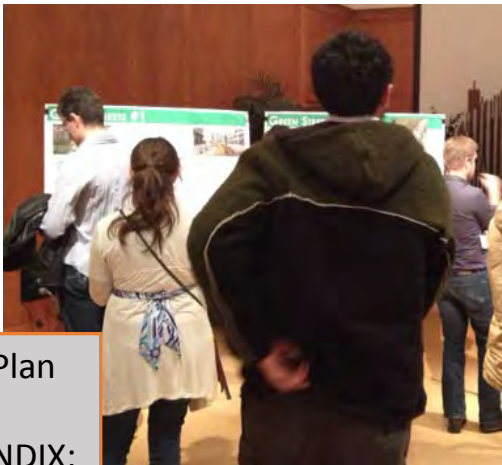
Engaging the Community: Charrettes



Engaging the Community: Vision Sessions



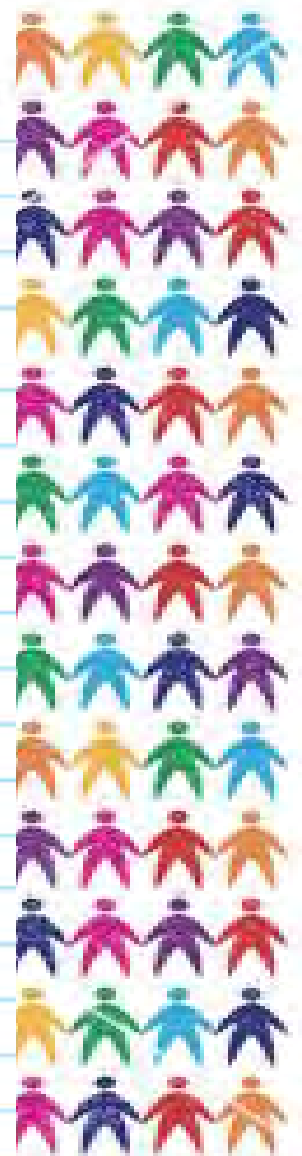
Engaging the Community: Open Houses



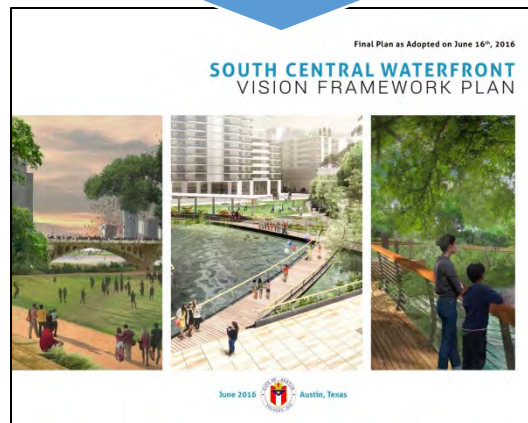
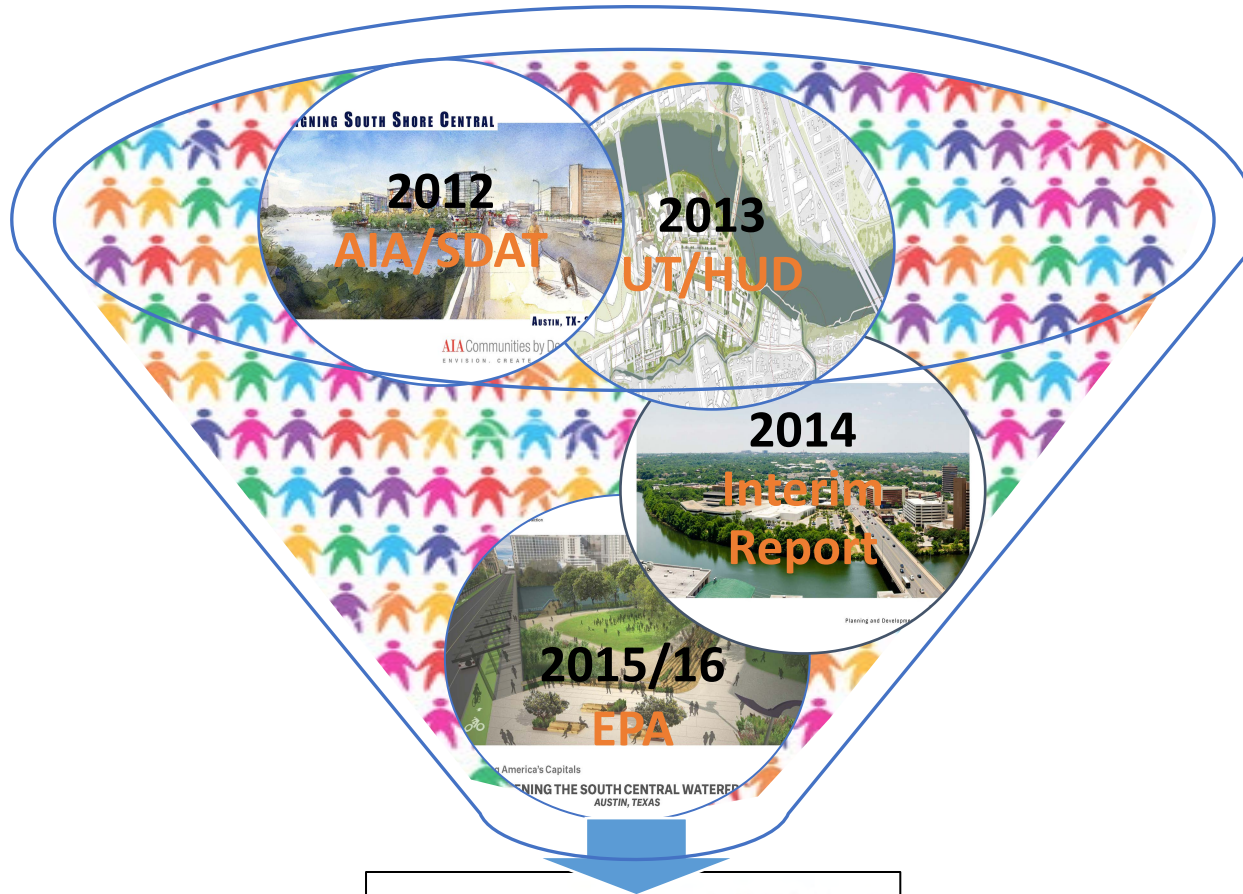
Engaging the Community: 1600+ people



DATE	ATTENDANCE	EVENT
February 27, 2012	75	Waterfront Talk with SDAT leader Harris Steinberg
June 4, 1012	80	SDAT Roundtables
June 4, 2012	125	SDAT Kickoff
June 6, 2012	170	SDAT Final Presentation
May 13, 2013	155	Sustainable Places Project Presentation
January 11, 2014	174	WALKabout #1
January 21, 2014	116	TALKabout #1
February 12, 2014	73	TALKabout #2
March 24, 2014	78	TALKabout #3
April 5, 2014	55	WALKabout #2
April 25 - 28, 2014	170	Vision + Design Intensive
May 6, 2015	130	TALKabout #4
July 8, 2015	105	TALKabout #5
August 29, 2015	16	Artists Walkshop #1
September 1-3, 2015	125	EPA Vision + Design Intensive
September 24, 2015	15	Artists Walkshop #2
October 18, 2015	12	Artists Walkshop #2
May 1, 2016	120	Open Air Open House
May 23, 2016	30	TALKabout #6



All Together Now: 2016 SCW Vision Framework Plan



Final Plan as Adopted on June 16th, 2016

SOUTH CENTRAL WATERFRONT VISION FRAMEWORK PLAN



June 2016



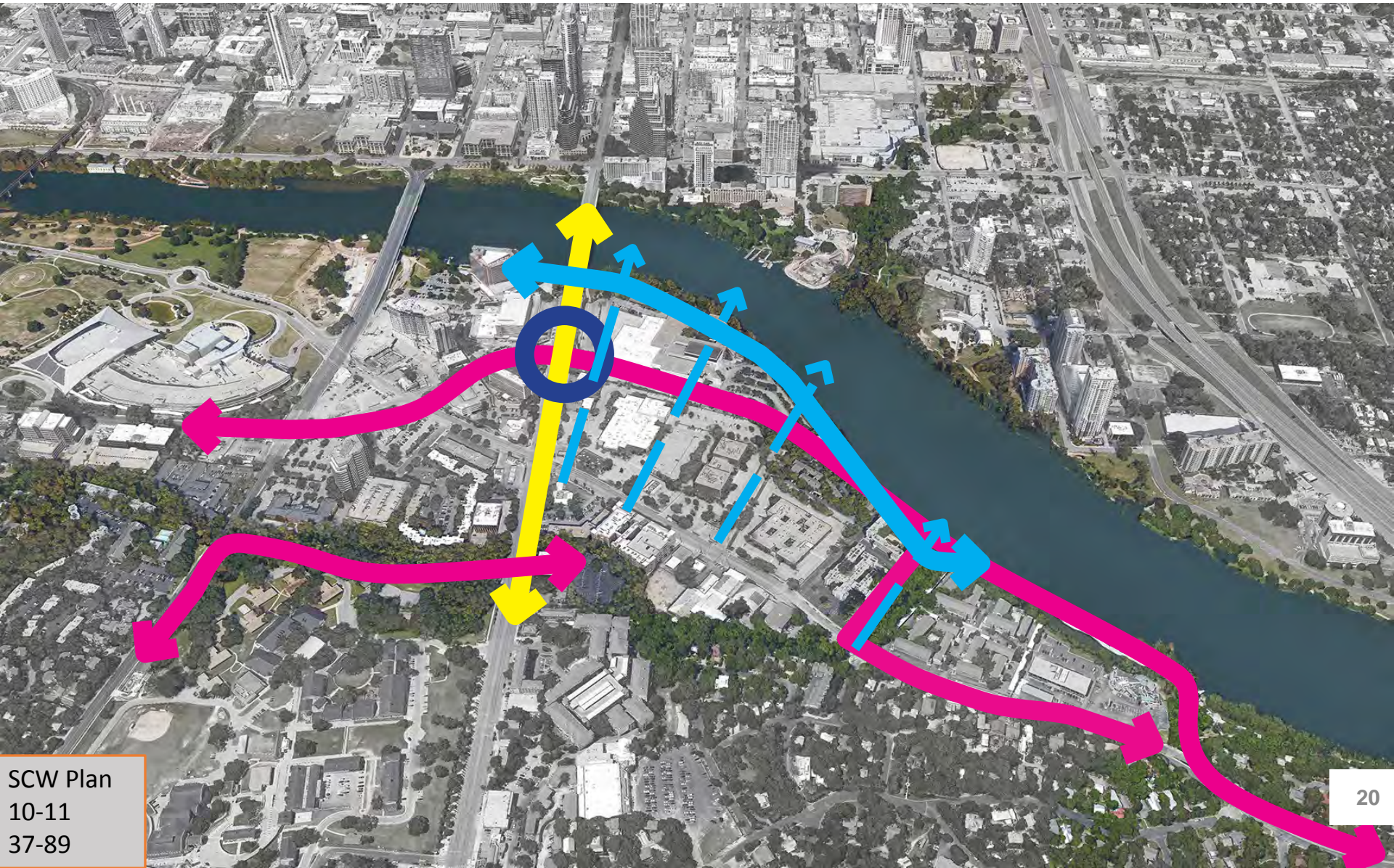
Austin, Texas

South Central Waterfront Vision Framework Plan

Three requirements for successful transformation:

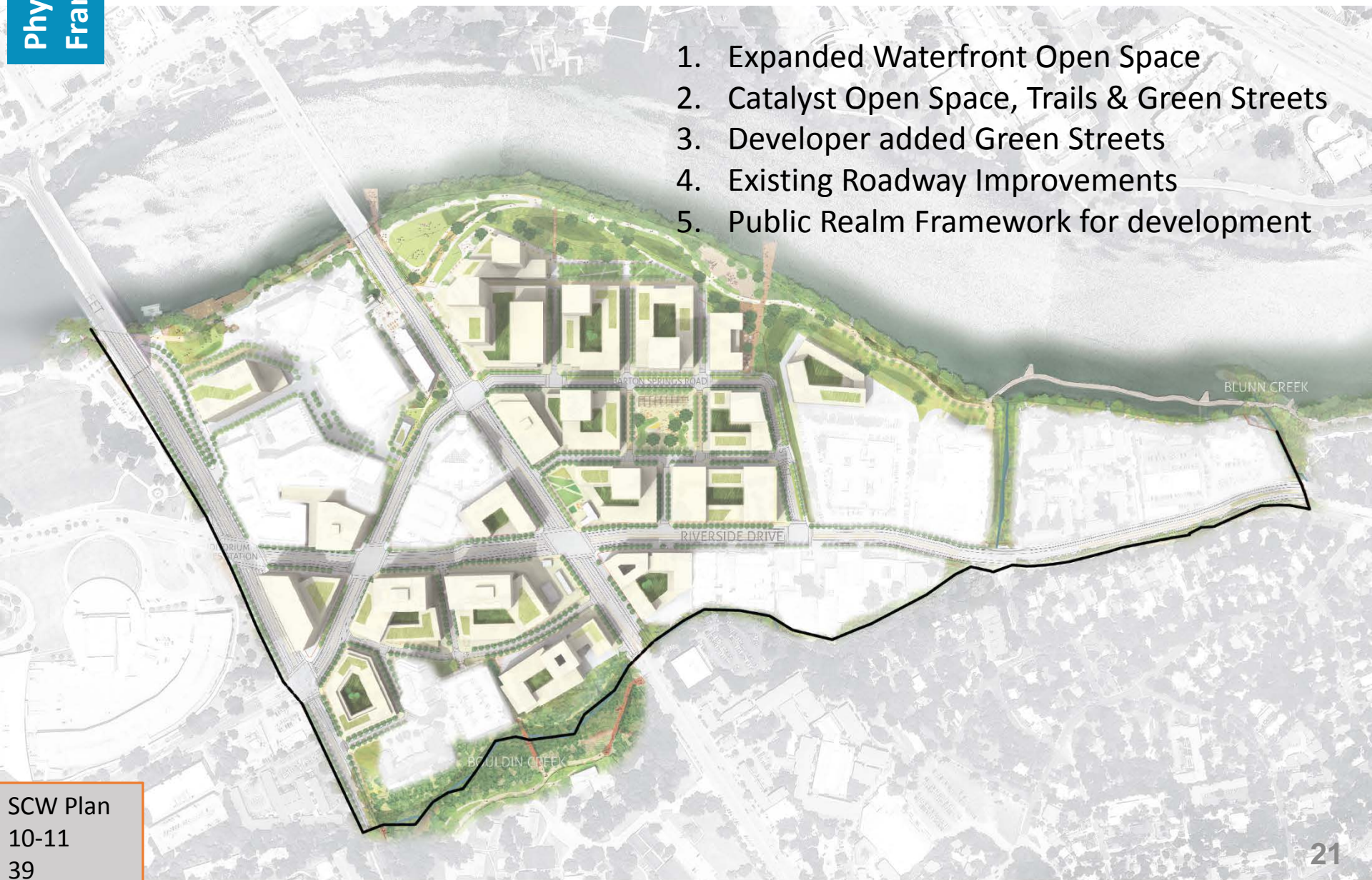
- **A Physical Framework:** green streets, pedestrian connections & open space for a great public realm.
- **A Financial Framework:** district-wide value capture, strategic capital investments and bonus entitlements to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships and leverage city assets in order to achieve community goals.

PHYSICAL FRAMEWORK: A network of streets, pedestrian connections and open spaces for a great public realm



Public Realm First for Rational Development

1. Expanded Waterfront Open Space
2. Catalyst Open Space, Trails & Green Streets
3. Developer added Green Streets
4. Existing Roadway Improvements
5. Public Realm Framework for development



Existing Conditions & Alternative Futures:

The Public Realm *(public right-of-ways + public places & open spaces)*



Green Streets + Placemaker Spaces: The Public Realm

BAGBY STREET
Houston, TX



*Asakura Robinson / Design
Workshop / Walter P Moore*

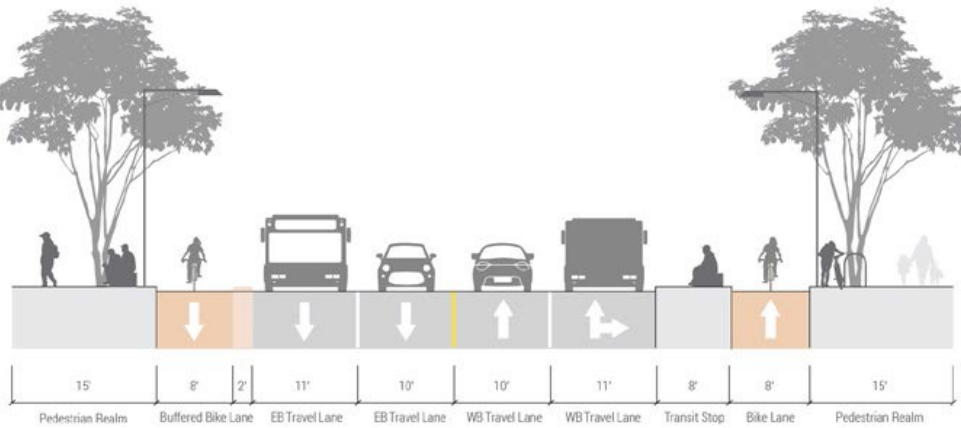


Circulation & Transportation: Street Classification

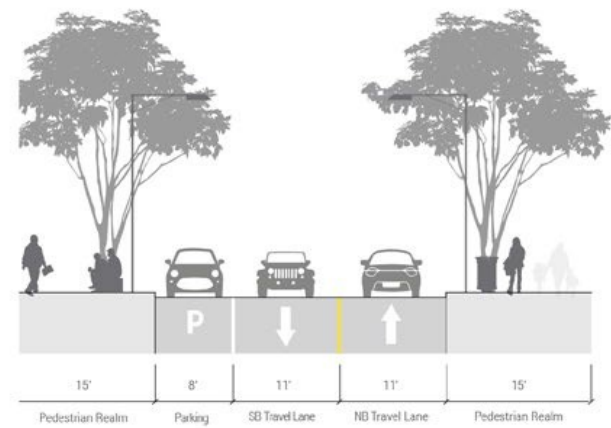


Circulation & Transportation: Street Classification

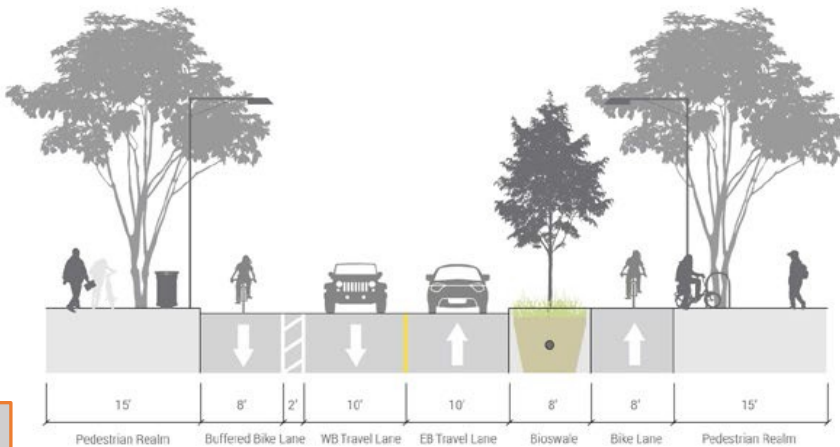
Core Transit



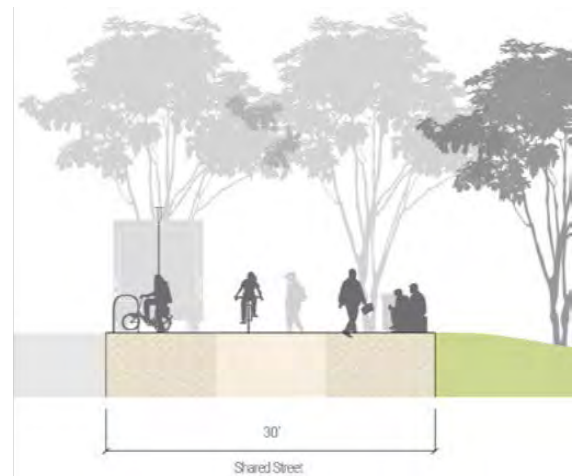
Local



Collector



Shared

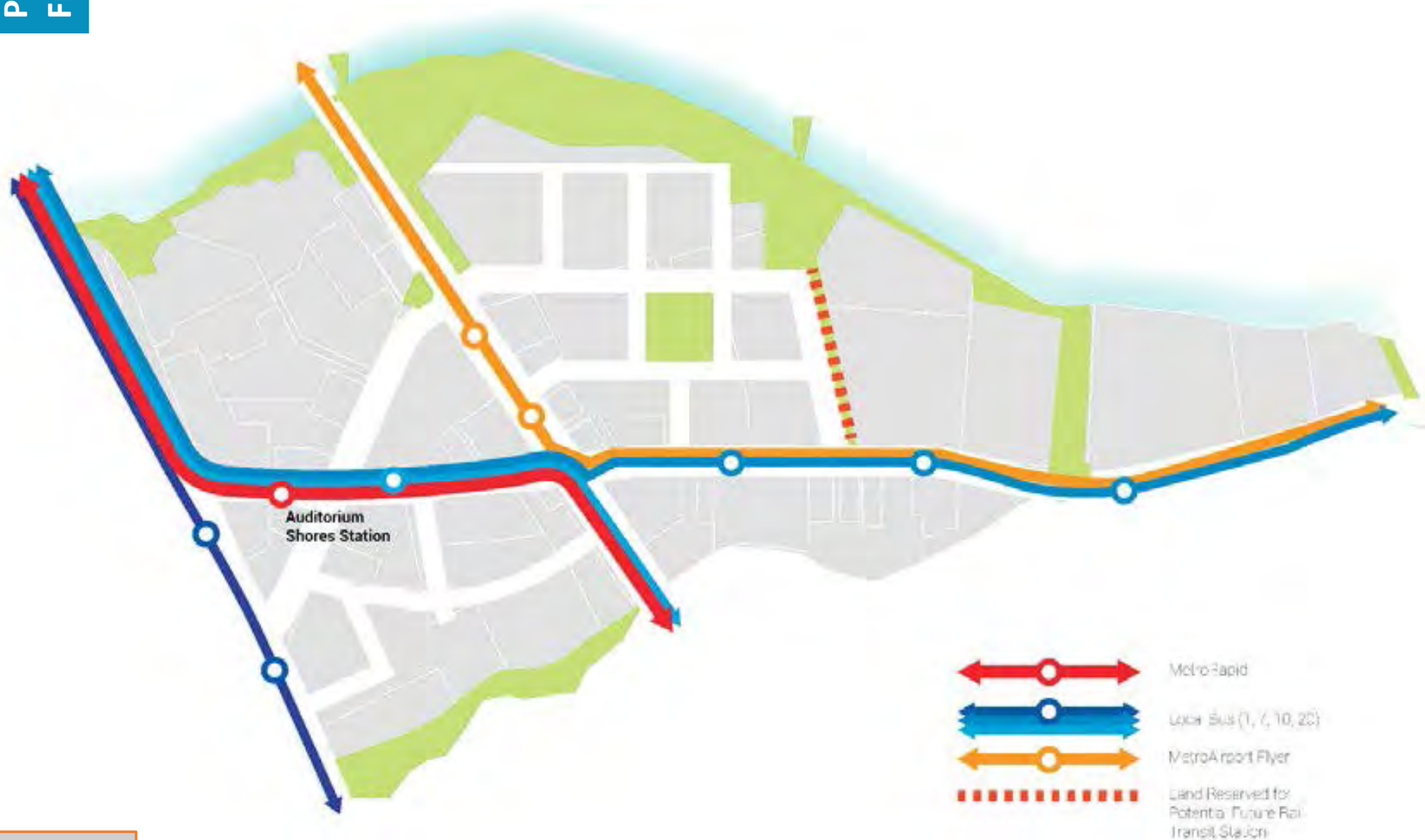


Circulation & Transportation: Layered Connectivity

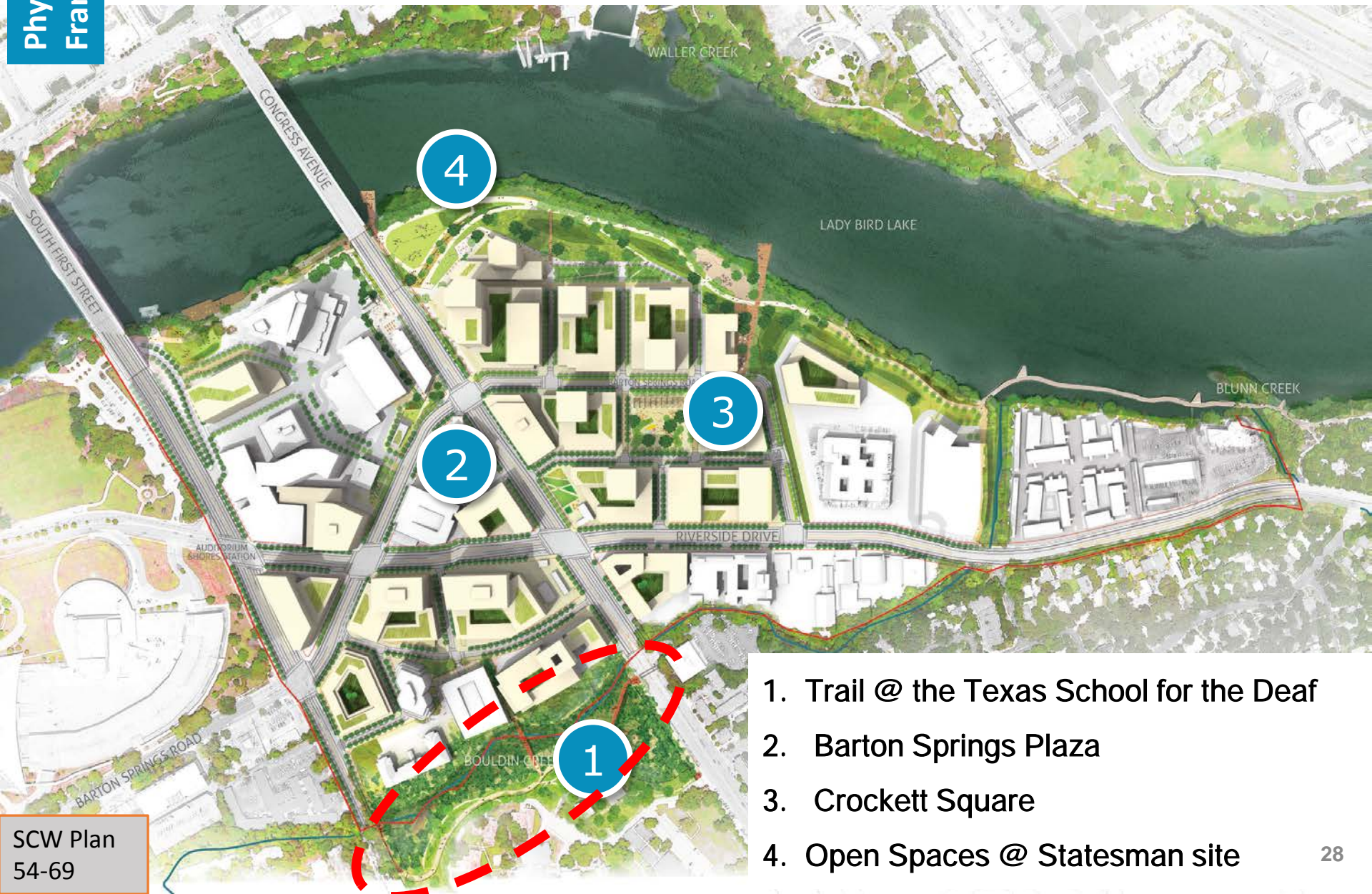


- Trails
- Protected Bikeways
- Bike Lanes

Circulation & Transportation: Transit



Key Placemaking Prospects: Catalyst Anchors



1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

Key Placemaking Prospects: Bouldin Creek Trail

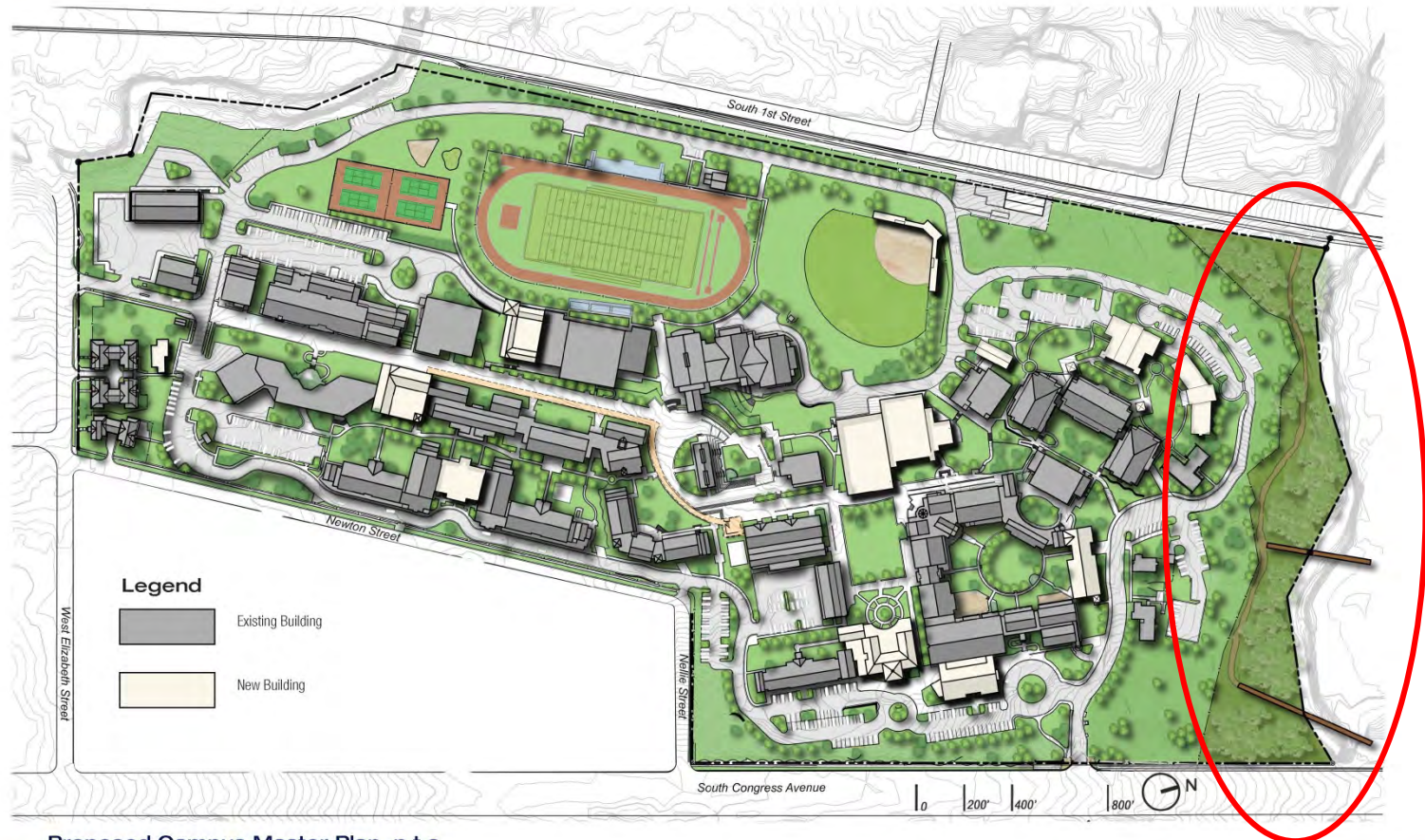
** Image below included in the adopted City of Austin SCW Plan*



Key Placemaking Prospects: Bouldin Creek Trail

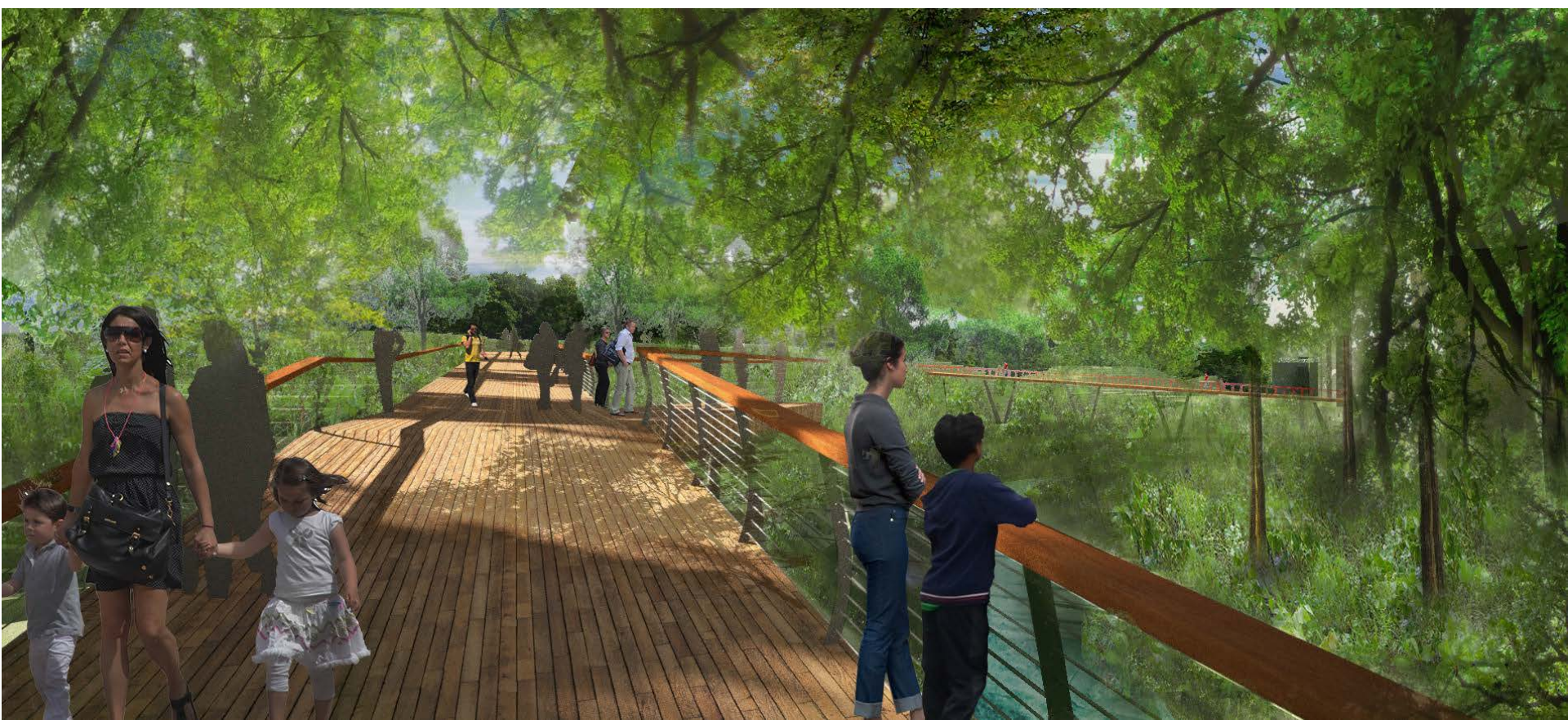
* Image below included in the draft Texas Facilities Commission TSD Master Plan

Texas School for the Deaf | 2016 Campus Master Plan



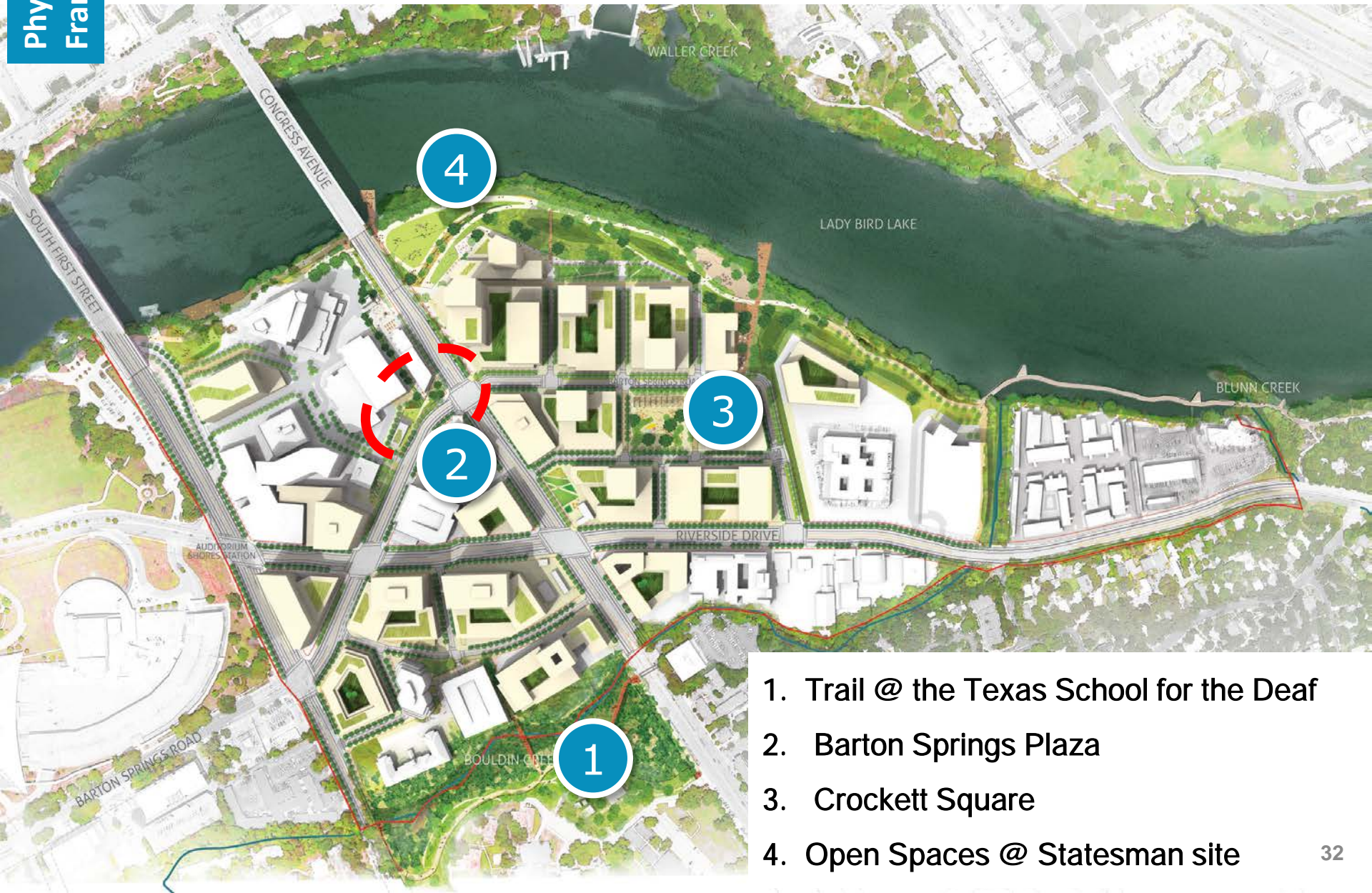
Proposed Campus Master Plan, n.t.s.

Key Placemaking Prospects: Bouldin Creek Trail



Looking from Congress Avenue to the Texas School for the Deaf
(Bouldin Creek @ right)

Key Placemaking Prospects: Barton Springs Plaza



1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

Key Placemaking Prospects: Barton Springs Plaza



Looking from Congress Avenue towards Barton Springs Road
(@ location of existing “free right”)

Image from EPA Report
& the SCW Plan

Key Placemaking Prospects: Barton Springs Plaza



Looking from Congress Avenue towards Barton Springs Road
(@ location of existing “free right”)

Image from Lake|Flato
Fall 2015

Key Placemaking Prospects: Barton Springs Plaza



Looking from Congress Avenue towards downtown
(Barton Springs Road to left)

Image from Lake | Flato
Fall 2015

Barton Springs Rain Garden / Plaza:

PopUp Plaza – One Day Demo: June 3, 2017



Barton Springs Rain Garden / Plaza:

PopUp Plaza – One Day Demo: June 3, 2017



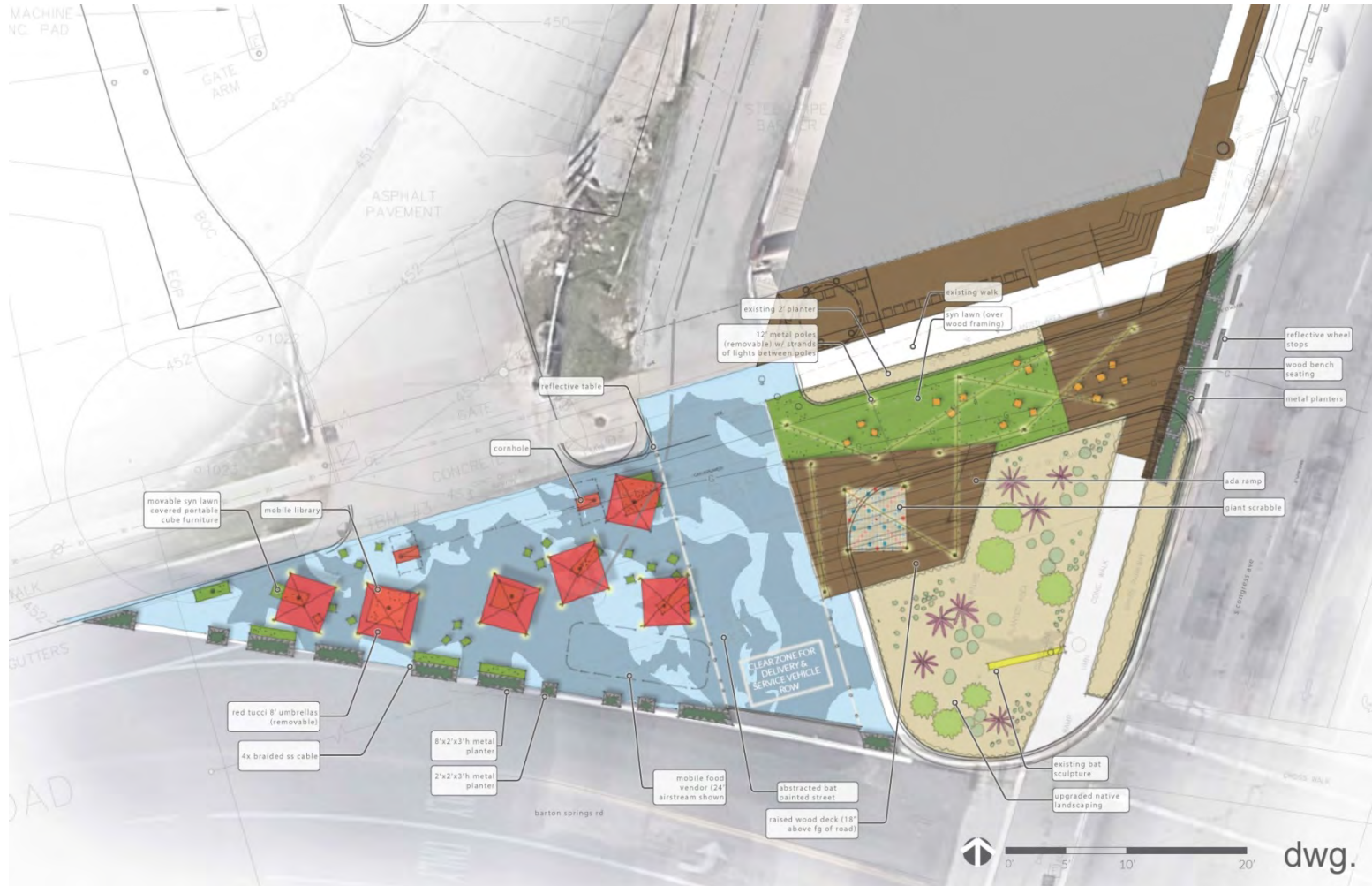
Barton Springs Rain Garden / Plaza:

Concept Sketch: 12 month demo temporary plaza idea

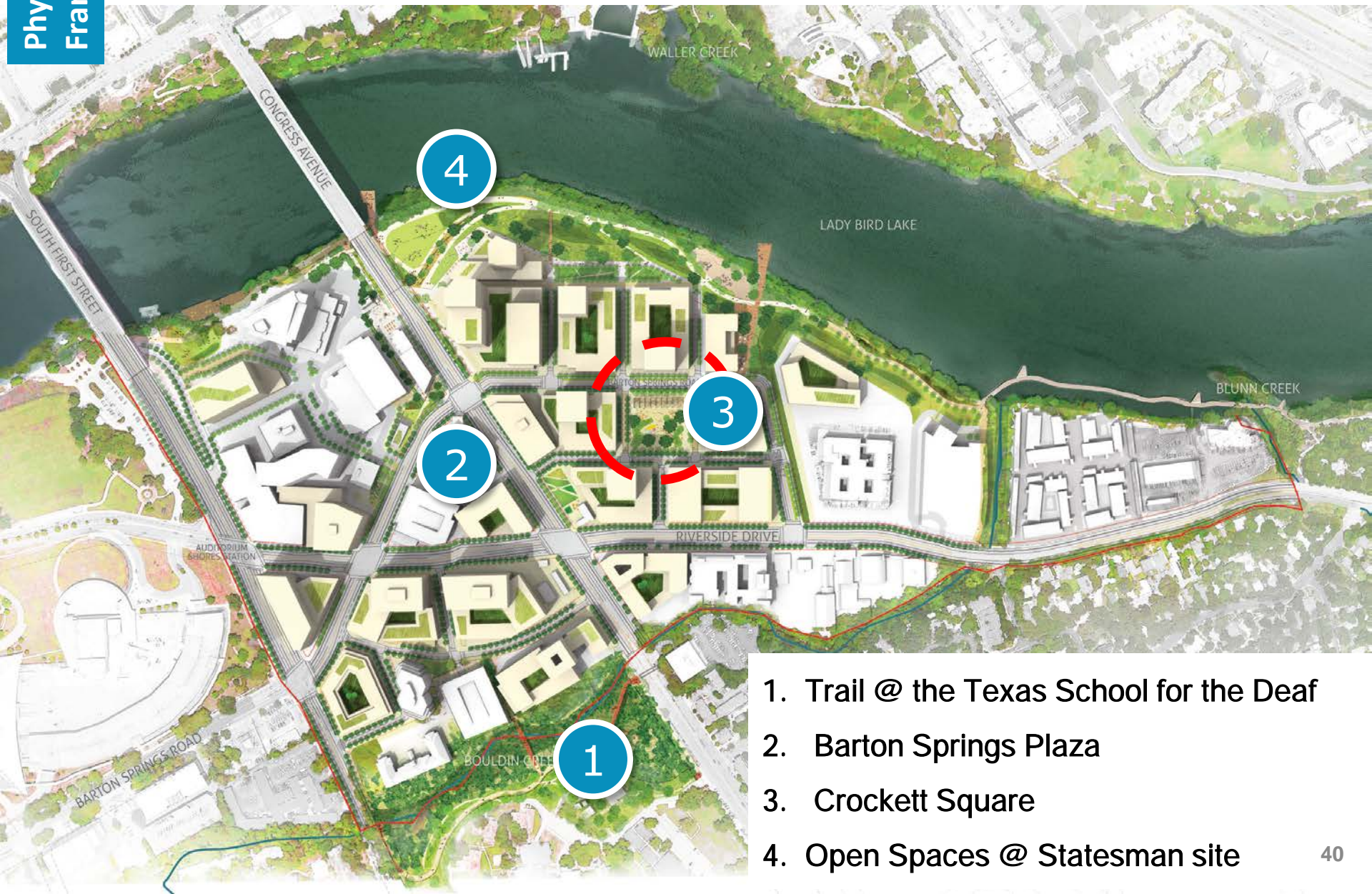


Barton Springs Rain Garden / Plaza:

Concept Sketch: 12 month demo temporary plaza idea



Key Placemaking Prospects: Crockett Square

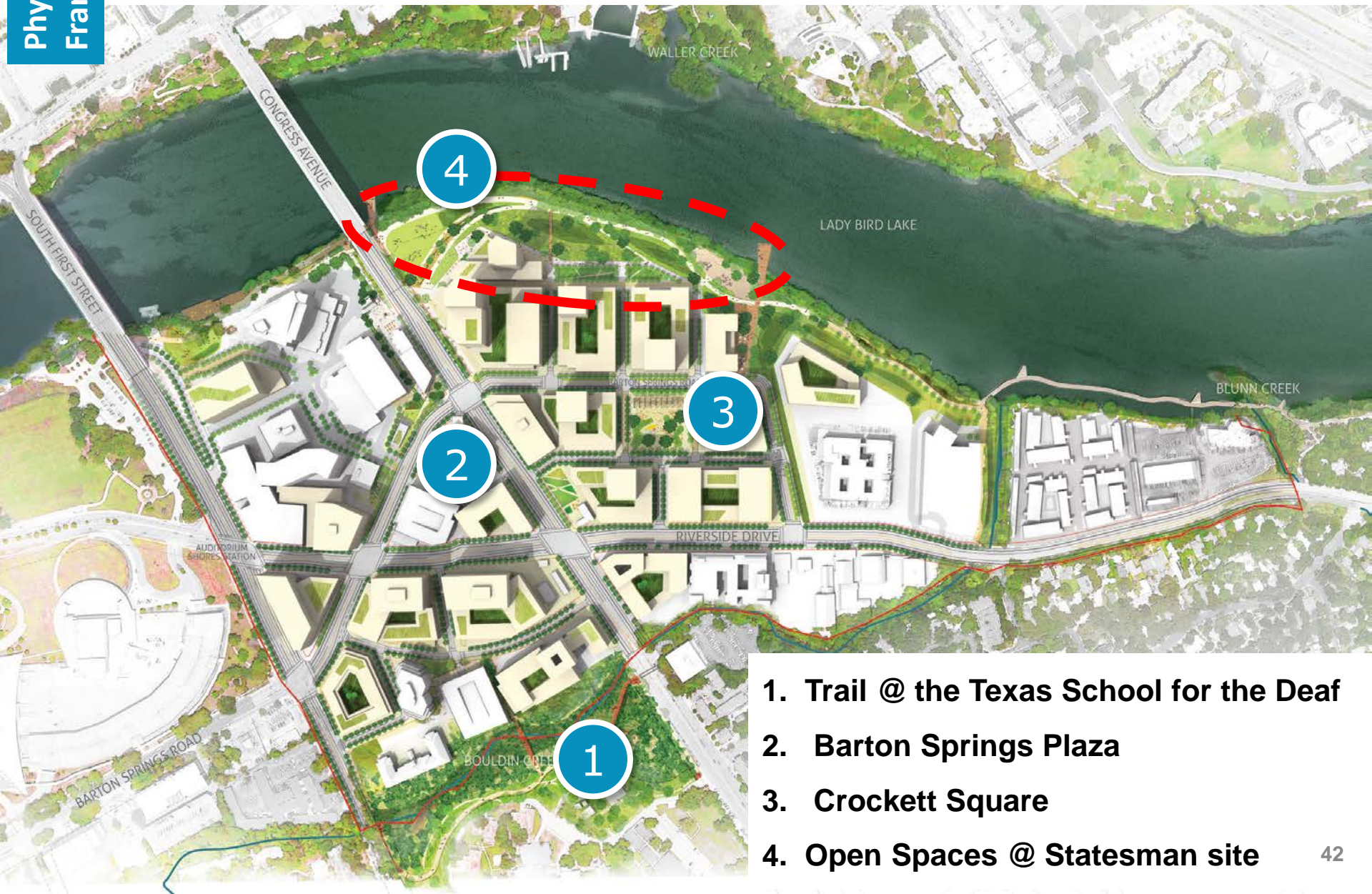


1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

Key Placemaking Prospects: Crockett Square

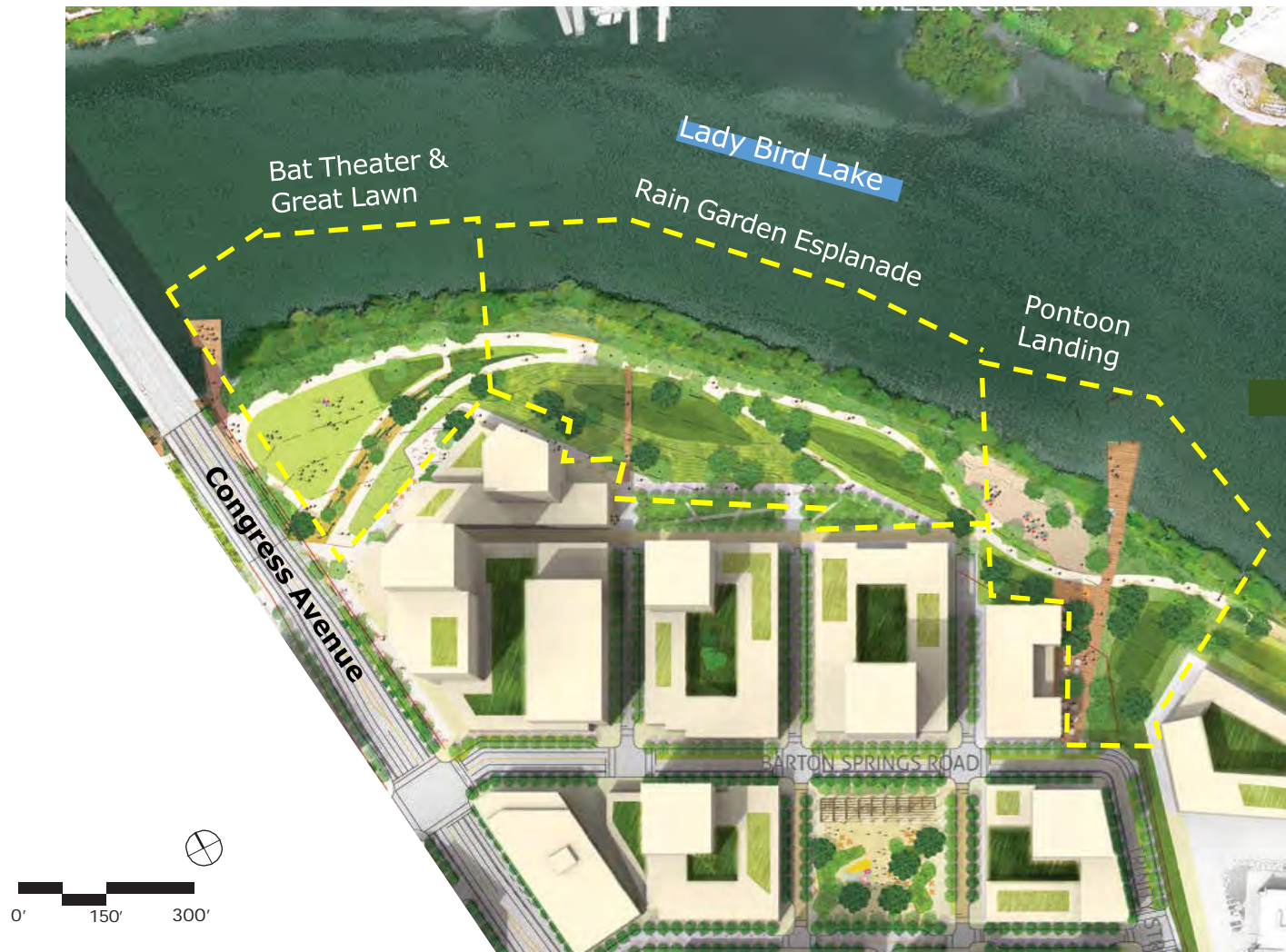


Key Placemaking Prospects: Statesman Open Spaces



1. Trail @ the Texas School for the Deaf
2. Barton Springs Plaza
3. Crockett Square
4. Open Spaces @ Statesman site

Key Placemaking Prospects: Statesman Open Spaces



Key Placemaking Prospects: Bat Theatre



Key Placemaking Prospects: Great Lawn



Key Placemaking Prospects: Pontoon Landing

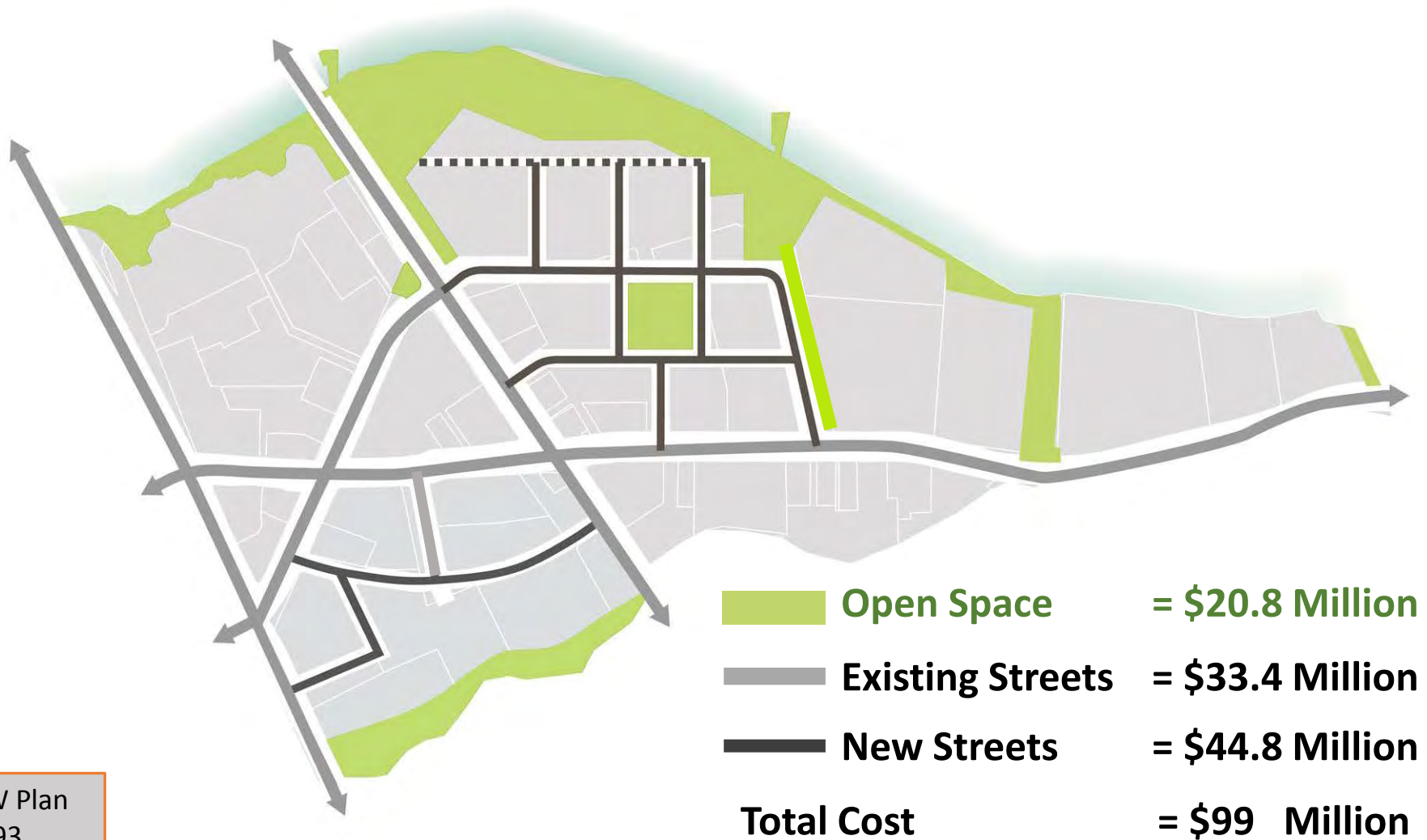


South Central Waterfront Vision Framework Plan

Three requirements for successful transformation:

- **A Physical Framework:** green streets, pedestrian connections & open space for a great public realm.
- **A Financial Framework:** district-wide value capture, strategic capital investments and bonus entitlements to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships and leverage city assets in order to achieve community goals.

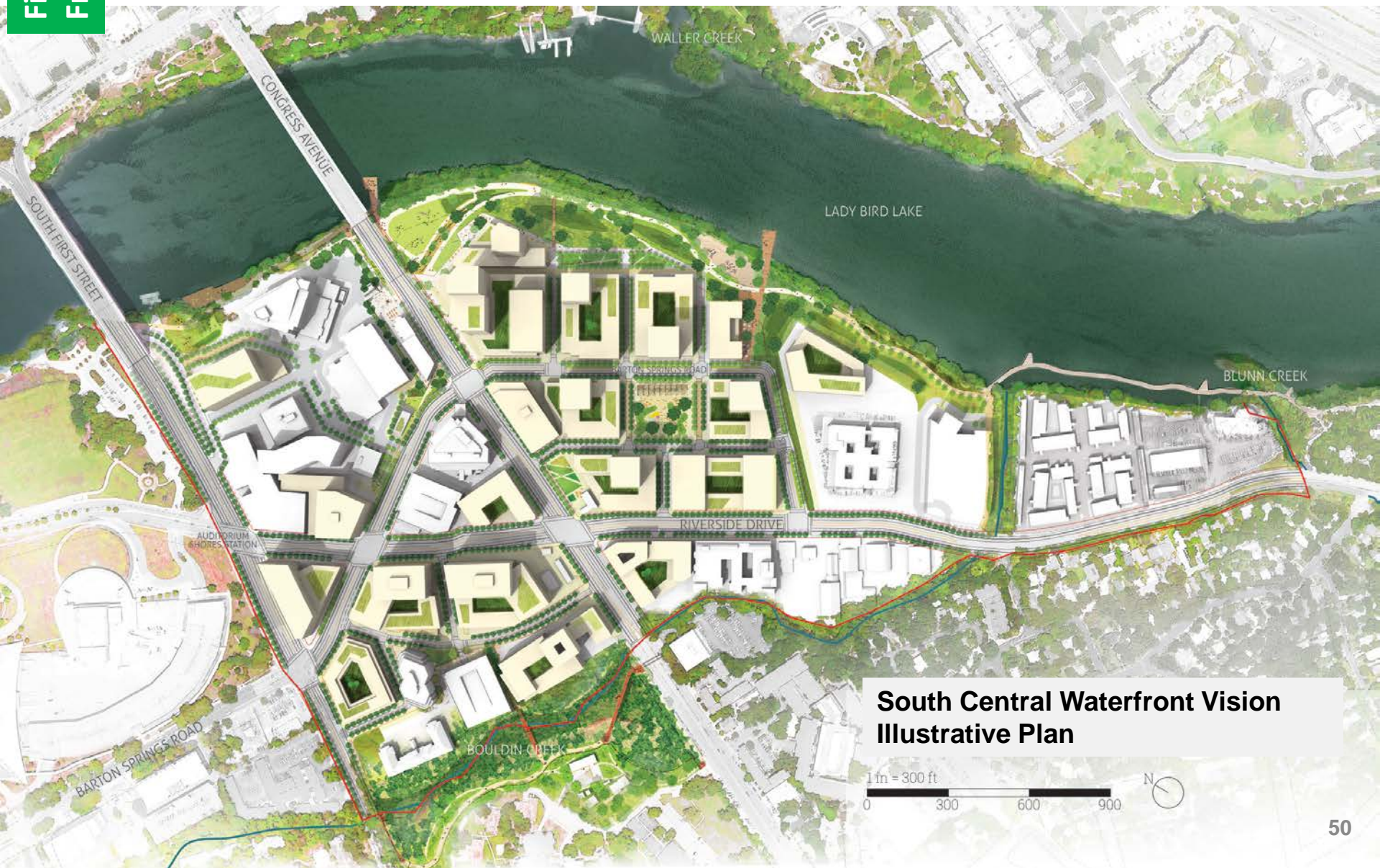
Dollars & Sense: Funding the Public Realm Vision



Dollars & Sense: Funding Toolkit

Making Density Work: The Financial Toolkit			
	Transportation Infrastructure	Parks & Open Spaces	Affordable Housing 20% all new units
Privately Funded			
Public Improvement District	✓	✓	✓
Transfer of Development Rights		✓	✓
Philanthropy		✓	✓
Publicly Funded			
Tax Increment Financing	✓	✓	✓
CIP Funds	✓	✓	
Parking Fund	✓		✓
Affordable Housing (tax abatements/credits, REIT)			✓

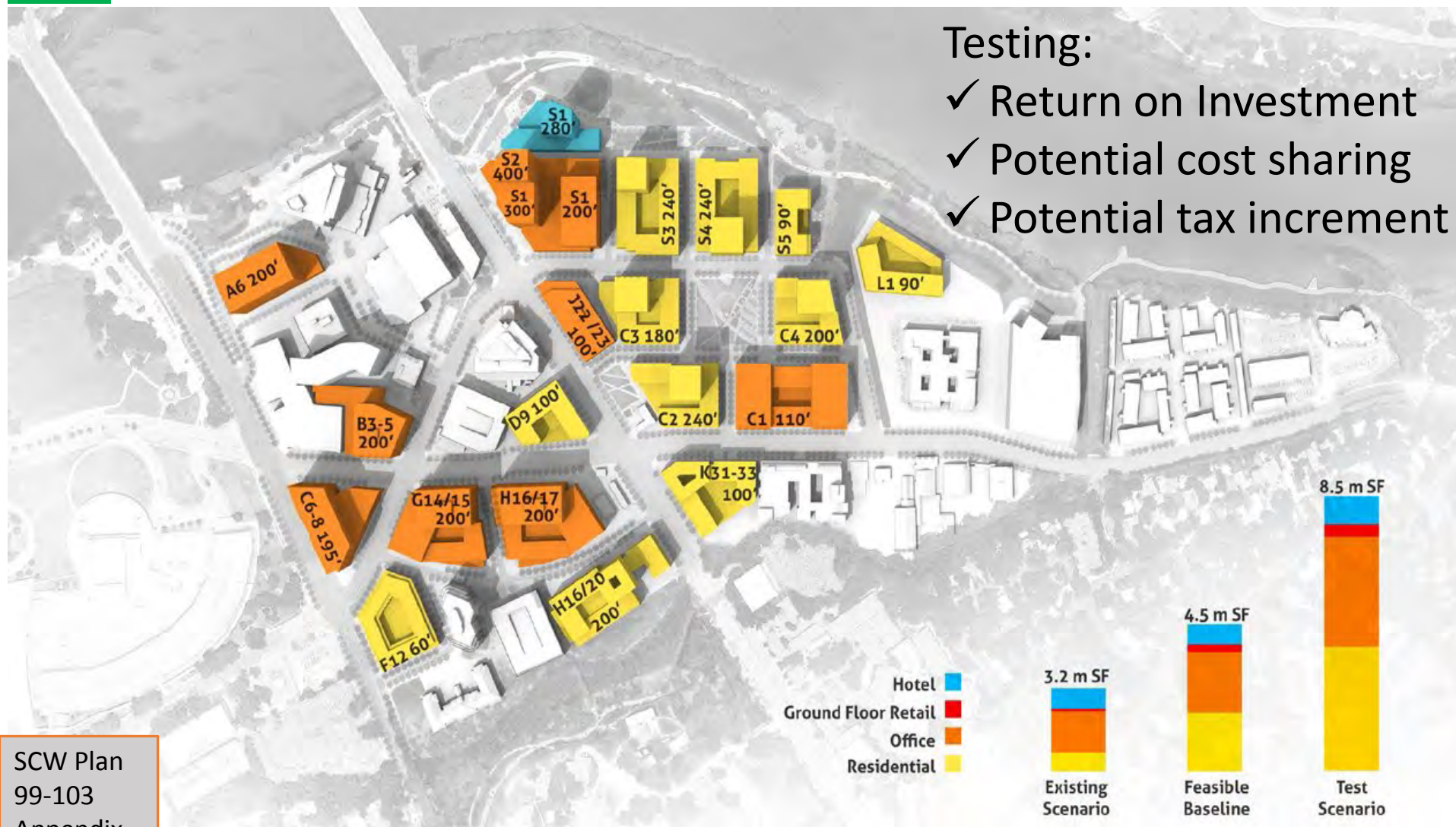
Making Density Work: Value Capture & Cost Sharing



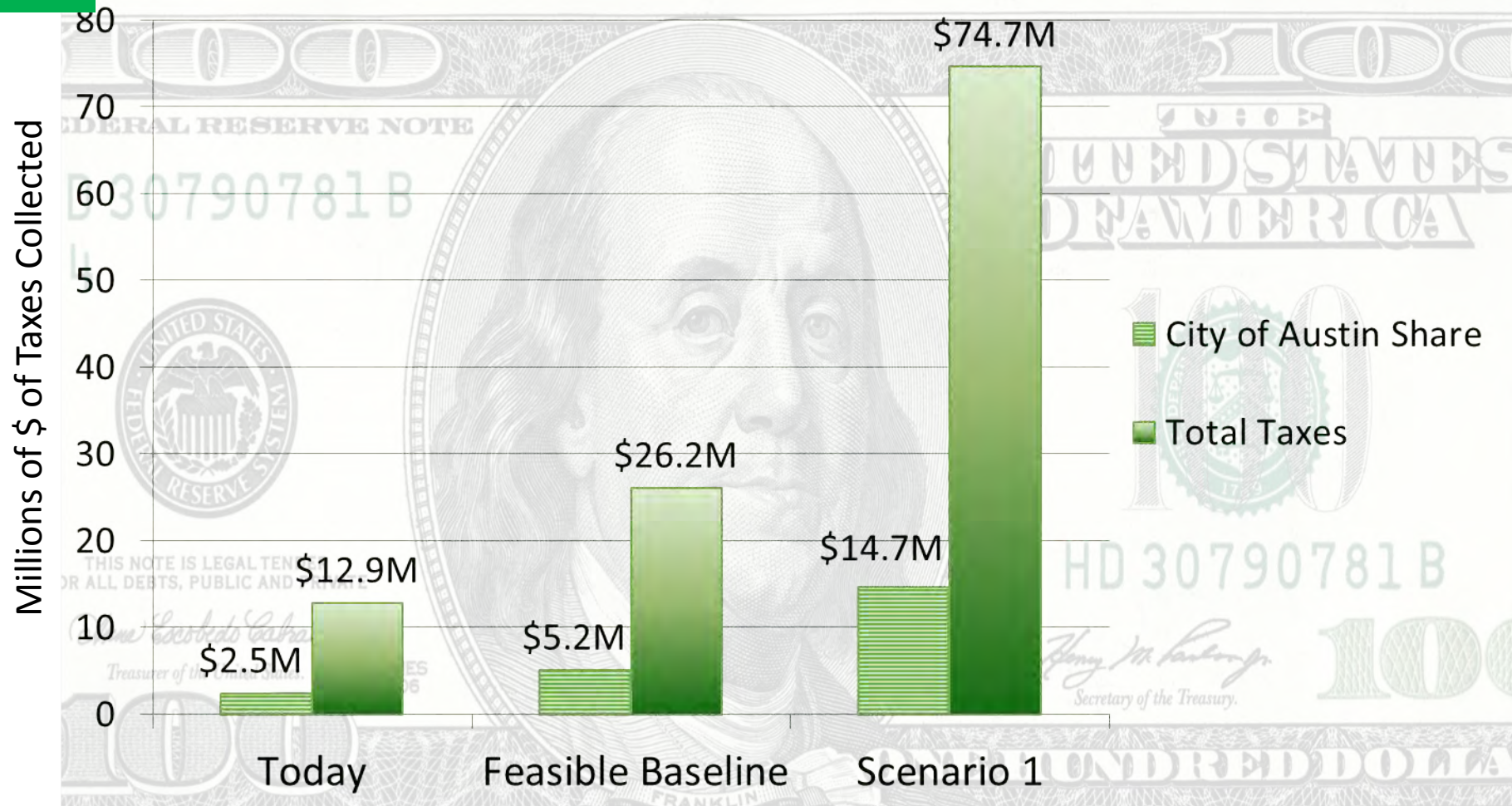
Making Density Work: Test Scenario for Development

Testing:

- ✓ Return on Investment
- ✓ Potential cost sharing
- ✓ Potential tax increment



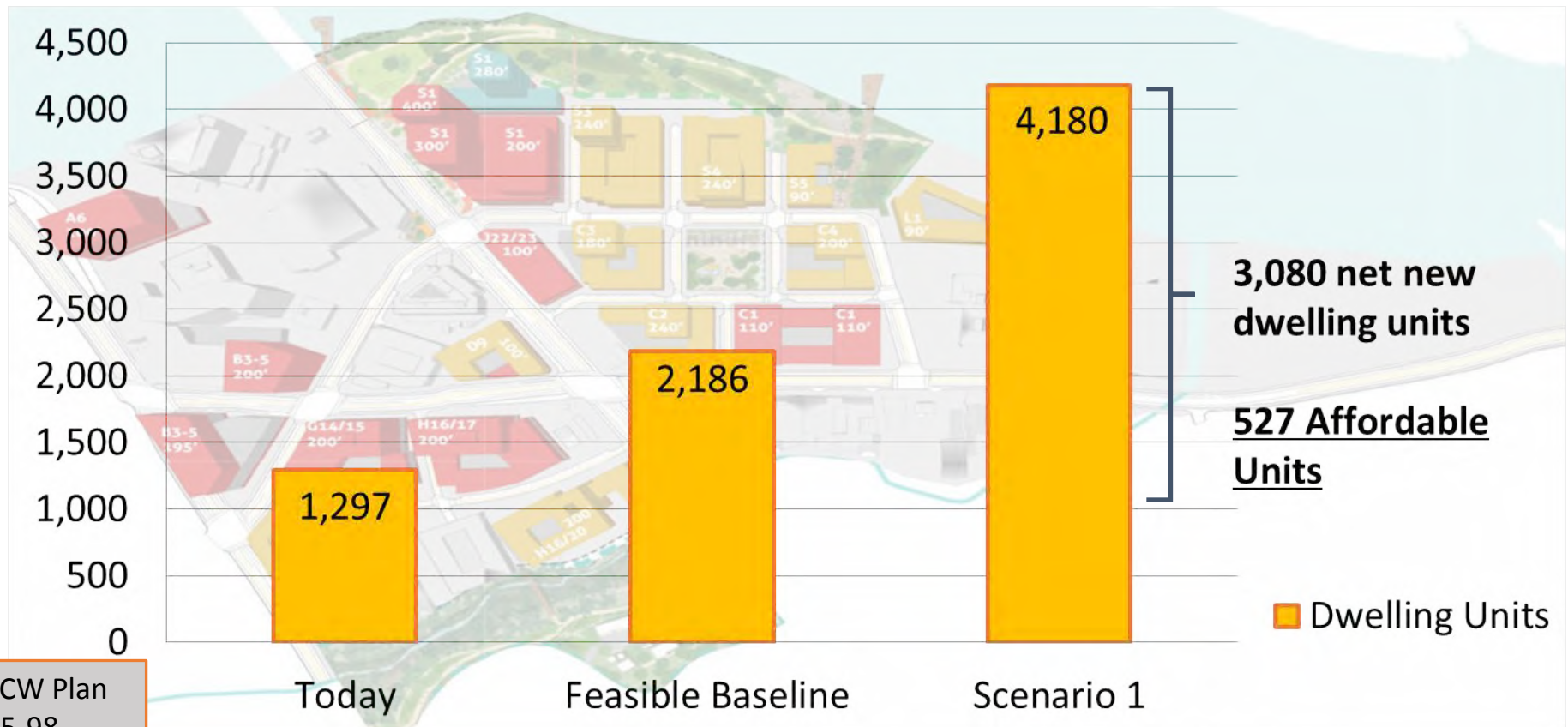
Making Density Work: Testing Tax Increment



Commitment to Affordable Housing

SCW Goal: 20% of net new units as affordable

Test Scenario: 527 Affordable Units achieved (17%)



Leadership: Leveraging City Assets

Affordable
Housing @ OTC
parking lot.
150 dwellings,
family-friendly

South First Street

OTC
office
tower

OTC
parking
garage

Extended Stay Suites

BOULDIN CREEK

SCW Initiative: Imagining the Future



Stephanie Bower | Architectural Illustration

Next Steps



Underway

Underway

Underway

City Action	Timeframe		Key Partners	
	0-1 yr	2+ yr	City	Other
Identify lead entity in City to coordinate efforts moving forward and assign lead person	X		CMO	
Create cross-departmental City team with assigned departmental points of contact	X		Multiple Departments	
Create a South Central Waterfront Advisory Group	X		Council	
Coordinate with ongoing city initiatives The adoption of the SCW Vision Framework Plan includes recommendations that should be coordinated with the following initiatives (not a complete list): <ul style="list-style-type: none"> Congress Avenue Urban Design Study CPO Strategic Capital Planning ATD Transportation Criteria Manual Bicycle and Sidewalk Master Plans CodeNEXT Revision of Watershed Ordinance and update of Watershed Master Plan Downtown Austin Parking Strategy Movability Austin Project Connect 	X	X	ATD, CPO, Planning, PWD, Watershed, NHCD, Others	Downtown Austin Alliance, Downtown Austin Transportation Management Assoc., CapMetro
Closure of free-right turn lane and creation of Barton Springs Rain Gardens <ul style="list-style-type: none"> Continue coordination with key properties and multiple departments to implement SCW Vision. Develop Policy and program for Council consideration to facilitate conversion of ROW from transportation to public space. Develop and implement tactical, interim, and long -term implementation to realize Barton Springs Rain Gardens. 	X		Planning, Transportation, Public Works, Water Energy, Real Estate, Legal	Affected Property Owners
Develop a SCW Public Art Master Plan	X		Art in Public Places, Economic Development	Artists and arts groups
Coordinate with Texas School for the Deaf / Texas Facilities Commission <ul style="list-style-type: none"> Coordinate with the Texas Facilities Commission and the TSD to incorporate the SCW schematic designs into the TSD Master Plan. Explore public/private partnerships, State and Federal funding, and other grants and philanthropic donors to realize the trail along Bouldin Creek. 	X		Parks, Planning, Public Works, Watershed	Texas School for the Deaf, Texas Facilities Commission

Critical Need

Critical Need

Underway

City Action	Timeframe		Key Partners	
	0-1 yr	2+ yr	City	Other
Initiate Public Improvement District evaluation To evaluate the feasibility of a Public Improvement District, the City will need to engage property owners in a similar process to the tax increment study. The process should: <ul style="list-style-type: none"> Engage with private property owners and the Downtown Austin Alliance. Since part of the area is already within a PID, the City will need to 1) assess the benefits and costs of expanding the PID or creating new one. Identify potential PID eligible projects and programs and conduct detailed PID projections on project/program costs. Identify assessments required to achieve PID goals Complete the steps required for PID adoption, detailed in the Local Government Code Chapter 372. Improvement Districts in Municipalities and Counties (http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.372.htm) 	X		Economic Development, Finance	Coordinate with taxing jurisdictions, Downtown Austin Alliance. Potential consultant support
Initiate Development Corporation / Authority Evaluation <ul style="list-style-type: none"> Evaluate potential structures for a South Central Waterfront Development Authority 	X		Economic Development, Finance, Legal	Potential consultant support
Transfer of Development Rights. Evaluate the potential of a TDR ordinance that defines TDR areas and develops a sender and receiver structure. The structure would address among other factors: <ul style="list-style-type: none"> How to value development rights. How the development rights can be used by the receiving entity (e.g., more FAR and/ or height as well as other conditions such as possible affordable housing commitment either on site or a fee-in-lieu). Who is eligible to buy the rights (e.g., private property owners and developers, the City, non-profits). There are several possible "sender" properties. Three of these could include One Texas Center (related to affordable housing), the Cox properties (related to the waterfront park), and the Crockett properties (related to the plaza). 	X		Legal, CodeNEXT	Potential consultant support
Develop a Regulating Plan The City should aim to set up regulatory conditions that lead to changes in the entitlements to the area over time. <ul style="list-style-type: none"> Incorporate incentives and form-based code provisions to provide clarity for public realm and urban design intentions 		X	Coordinate with CodeNEXT staff and consultants	

City Action	Timeframe		Key Partners	
	0-1 yr	2+ yr	City	Other
Evaluate the feasibility of Tax Increment Financing in the SCW Prepare a TIF/TIRZ feasibility study that builds on the preliminary projections in the SCW framework plan. <ul style="list-style-type: none"> • clarify that the area meets statutory blight requirements • assess projected absorption potential for varying product types • factor in possible sales tax increment in addition to property tax • evaluate alternative boundaries • make assumptions about projects that may be tax-exempt • identify desired TIF eligible projects and programs Additional information on the process to set up a TIRZ are summarized in the Local Economic Development Handbook.[1]	X		Transportation, Economic Development, Finance	Coordinate with taxing jurisdictions. Potential consultant support.
Evaluate the potential of a Parking Management District. The City should evaluate the potential for investment in district parking options that can provide public parking to support area uses.	X		Transportation, Economic Development, Finance	
Refine affordable housing implementation strategy This includes refining MFI target goals, identifying phased opportunities for site acquisition and implementation of various product types. Identify key partners and lead roles for each component of the toolkit.	X		NHCD, Real Estate	Potential affordable housing partners.
Initiate conversations with potential philanthropic donors. The City has had initial discussions with existing foundations and trusts such as The Trail Foundation, and the St. Davis Foundation about potential partnership. As part of continuing conversations, the City will discuss the feasibility of developing a South Waterfront Conservancy.	X	X	City Council, Departments TBD	

SCW Initiative: www.austintexas.gov/waterfront

